

## ABSTRACT

A pull strip actuated pusher assembly for up-front merchandise display, wherein a frictionally restrained pusher sled is actuated by a manually operated pull strip element slideably guided in an elongated base member. The pull strip is confined in a longitudinal groove in the base member, and restricted against vertical displacement relative to the base member by confining elements, such as overlying tabs, slideably engaging the pull strip in a limited area adjacent a forward end extremity of the base member. In areas behind such confining elements, the pull strip is relatively vertically unrestricted, except for the presence of the pusher sled, which at all times overlies portions of the pull strip. The pusher sled which is movable on the base independently of the pull strip, is assembled onto the base member after installation of the pull strip by a snap-on assembly procedure, which results in the pusher sled being locked together with base member. The pull strip has an abutment tab projecting upward from its back portion, engageable with the pusher sled, such that when the pull strip is drawn forwardly, the pusher sled is engaged and drawn forward with it to bring any merchandise on the display rack into an up-front position. The pull strip can then be returned to a retracted position, either leaving the sled in its adjusted position or returning it to the back of its base member. Where desired, a return spring may be attached to the pull strip member for automatic retraction of the pull strip. The item can be manufactured on a highly economical basis, suitable for high volume production and distribution for mass merchandising outlets.